

CLAIMS

What is claimed is:

1. A method of selecting and displaying a video segment to a viewer comprising:
 - transmitting a plurality of video segments from a broadcast center to a viewer;
 - displaying said video segments to said viewer;
 - 5 sensing input from said viewer through at least one sensor;
 - transmitting said input to a remote computer;
 - analyzing said input to generate affinity data;
 - selecting a specific video segment based on said affinity data;
 - transmitting said specific video segment from said broadcast center to
 - 10 said viewer; and
 - displaying said specific video segment to said viewer.
2. The method of claim 1 wherein said sensor comprises at least one button pressed by a viewer.
3. The method of claim 1 wherein said step of selecting a video segment comprises selecting a video segment during a live broadcast based upon affinity data.
4. A method of collecting affinity data comprising:
 - transmitting a plurality of video segments from a broadcast center to a viewer;
 - displaying said video segments to a viewer;
 - 5 sensing input from said viewer through at least one sensor;
 - analyzing said input to generate affinity data;
 - selecting a specific video signal from a plurality of video signals being broadcast to said viewer, said selection being based on said affinity data;
 - transmitting said affinity data to a remote computer; and
 - 10 displaying said specific video signal to said viewer.
5. The method of claim 4 wherein said sensor comprises at least one button pressed by a viewer.

6. The method of claim 4 wherein said step of selecting a video segment comprises selecting a video segment during a live broadcast based upon affinity data.